

## DIAGEO ANNOUNCES £73 MILLION GUINNESS MICROBREWERY AND CULTURE HUB TO BE BUILT IN LONDON

- ‘Guinness at Old Brewer’s Yard’ is set to open in London’s Covent Garden in Autumn 2023
- New microbrewery to be located on historic brewing site
- Venue will provide space for events and local community initiatives
- Diageo will create up to 150 jobs to support the microbrewery operation in addition to training a further 100 bartenders annually through its ‘Learning for Life’ skills training programme

Diageo, maker of Guinness, today announces its plan to invest £73 million in ‘**Guinness at Old Brewer’s Yard**’, a new microbrewery and culture hub in Covent Garden, London, set to open in Autumn 2023. Old Brewer’s Yard first brewed beer back in 1722. 300 years later, Guinness will be bringing the site back to life.

The investment to create ‘Guinness at Old Brewer’s Yard’, builds on the success of the Guinness Storehouse in Dublin and the opening of Johnnie Walker Princes Street in Edinburgh in 2021. It demonstrates Diageo’s confidence in London and the UK as a go-to destination for tourists and its commitment to the hospitality sector, which employs almost 2 million people in the UK<sup>1</sup>. Guinness sales in Great Britain have grown by over 30% in the last six months<sup>2</sup> and 1 in every 10 pints sold in London is now a Guinness<sup>3</sup>.

The new 50,000 sq ft venue will create up to 150 jobs for the Capital and provide a community space within the Covent Garden area. The site will also become the Southern UK hub of Diageo’s award-winning Learning for Life Bartending and Hospitality Programme. The programme has provided skills and improved the employability and livelihoods of over 5,500 people across the UK to date. The ambition is for over 100 London based students to graduate from the ‘Guinness at Old Brewer’s Yard’ programme each year, with a proportion of the employment opportunities to be ring-fenced for Learning for Life graduates.

**Dayalan Nayager, Managing Director, Diageo Great Britain, said:** *“We’re excited to create a new home for Guinness in the heart of London. ‘Guinness at Old Brewer’s Yard’ will strengthen London’s hospitality community and be a must-visit destination for thousands of visitors to enjoy.”*

**Nayager, continued:** *“Government support over the last two years has been vital for pubs and bars. Coming out of the pandemic, the long-term vitality of the trade will be significantly helped by the alcohol duty review and continued freezes in duty.”*

The new site will cover locations linking Mercer Walk, Langley Street, Neal Street and Shelton Street, and will include:

- A world-leading **microbrewery** which will produce limited edition beers and offer guests **tours with Guinness beer specialists** to taste/enjoy and learn about the iconic stout, its storied history and ambitions for the future.

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<https://www.ons.gov.uk/businessindustryandtrade/business/activitysizeandlocation/articles/coronavirusanditsimpactonukhospitality/january2020tojune2021>

<sup>2</sup> Diageo PLC Interim Results, 27.01.2022

<sup>3</sup> CGA 04.12.2021 - L12 & 52 weeks

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- **Event spaces and central covered courtyard** hosting events across food, drink, the arts and special cultural occasions, which will be open for use by the local community.
- **Guinness store** selling rare items via collaborations and partnerships bespoke to the London experience.
- Chance to try exciting **new brews**, some only available at ‘Guinness at Old Brewer’s Yard’.
- Rotating cuisine and events at a stunning **open-fire kitchen**, restaurant and 360 degrees glass rooftop space within the development.

In line with Diageo’s ‘Society 2030: Spirit of Progress’ action plan, the newest home for Guinness will be carbon neutral by 2030 and accessible to all when it opens. Key to the new site will be a community programme, details of which will be designed following a consultation period with local residents. A similar programme took place during the pandemic at the Guinness Open Gate Brewery in Baltimore, USA where they created 500 loaves of their “Brewers Bread” every week using ingredients sourced from within the brewery and donated them to the local Maryland Food Bank.

Diageo and Guinness are investing £30m in helping pubs, bars and restaurants in Great Britain recover from the pandemic through its “Raising the Bar” scheme, launched in 2020. Over 30,000 outlets across the country have benefitted from the scheme to date, through support such as hand sanitiser, PPE kits and parasols and ‘snugs’ for outside occasions.

‘Guinness at Old Brewer’s Yard’ is set to open in Autumn 2023, subject to planning permission and consultation period. Old Brewer’s Yard is owned by the Mercers’ Company.

**Rob Abernethy, Chief Executive of the Mercers’ Company, added:** “We are delighted to welcome Guinness to our Covent Garden estate. We have worked closely with Diageo to develop proposals which will restore Old Brewer’s Yard’s historic origins in a contemporary context. The significant level of investment is a major boost to London’s recovering economy and will provide a one-of-a-kind immersive experience, shining the spotlight on Covent Garden as a global visitor destination. Old Brewer’s Yard will provide a wonderful platform for the Mercers’ Company to continue its philanthropic work, helping to create positive change so that everyone has the chance to lead a fulfilling life.”

-ENDS-

## Notes to Editors

- Diageo will move into its new Global HQ in 16 Great Marlborough Street, W1 in Spring 2022.
- The Mercers’ Company was advised by Knight Frank and JLL acted on behalf of Diageo.

## For further information please contact:

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## About Diageo

Diageo is a global leader in beverage alcohol with an outstanding collection of brands including Johnnie Walker, Crown Royal, Bulleit and Buchanan’s whiskies, Smirnoff, Cîroc and Ketel One vodkas, Casamigos, DeLeon and Don Julio tequilas, Captain Morgan, Baileys, Tanqueray and Guinness.

Diageo is listed on both the New York Stock Exchange (NYSE: DEO) and the London Stock Exchange (LSE: DGE) and our products are sold in more than 180 countries around the world. For more information about Diageo, our people, our brands, and performance, visit us at [www.diageo.com](http://www.diageo.com). Visit Diageo's global responsible drinking resource, [www.DRINKIQ.com](http://www.DRINKIQ.com), for information, initiatives, and

ways to share best practice. Follow us on Twitter and Instagram for news and information about Diageo: @Diageo\_News and @Diageo.

## **About GUINNESS:**

The GUINNESS Company was established in 1759, when Arthur Guinness signed a 9,000-year lease on St. James's Gate Brewery in Dublin. Brewed using four natural ingredients, water, barley (malted & roasted), hops and yeast, Guinness is the world's most popular stout. The iconic beer is brewed in 49 countries worldwide and sold in over 120. The most Guinness is sold in Great Britain, Ireland, USA, Nigeria and Cameroon. All Guinness consumed in Ireland and Great Britain is brewed at St. James's Gate Brewery. More information can be found at [www.guinness.com](http://www.guinness.com)

Enjoy Guinness Sensibly. <https://www.drinkaware.co.uk/>. For further information please contact: [guinness@hopeandglorypr.com](mailto:guinness@hopeandglorypr.com)

## **About the Mercers' Company**

The Mercers' Company is a livery company focused on being a philanthropic force for good. We have a rich history dating back over 700 years with philanthropy as the common thread between our past, present and future.

Each year our aim is to distribute £15 million to charitable causes. Our giving is focused on Young People & Education, Older People & Housing and Church & Communities. This allows us to create positive change across generations, giving those we help the chance to live a fulfilling life now and in the future.

We expect to support 180 individual charities annually. We also provide high quality accommodation to 215 residents in our six almshouses, work closely with our associated schools which educate 18,000 children, and appoint 88 charity trustees and school governors.

The Mercers' Company was founded as a trade guild in the City of London and established by Royal Charter in 1394. Our connection to our original trade has diminished over time but we maintain our centuries-old links with schools, the armed forces, our Church Livings, the City of London Corporation and other livery companies.

We take our responsibilities very seriously and ensure that our governance is robust and fit for purpose. Our philanthropic work would not be possible without the deep commitment and generosity of our members, and through the long term stewardship of the assets owned by the Company and its charities.

We benefit from the breadth of professions, expertise and experience represented in our membership. Every year Mercers invest thousands of voluntary hours to help actively manage the heritage assets, commercial property and charitable bequests entrusted to the Company's care. It is a privilege to be a Mercer, but with it comes a duty to give back and to ensure the Company evolves. Each new generation brings a fresh set of ideas and experiences, so that as the world changes, the Mercers' Company changes with it.

Philanthropy is the common thread between our past, present and future.